THE

MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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Candy Undy

U.S. MAIL

CANDY PRODUCTION

Machinery, Materials, Supplies

Check the items for which you are, or will soon be, in the market, and we will see that you are supplied with complete information about them, or that a salesman contacts you.

THE MANUFACTURING CONFECTIONER

400 W. Madison St., Chicago

71 W. 23rd Street, New York

Steam Traps Vanillin **Furnaces** Machinery and Stick Candy Machines Fruit Products Flectric Equipment Gas Sucker Machines Dipping Handroll Machines Glace Temperature Controls Conditioning Equipment Kettles Gelatin Trucks, Hand Glaze, Confectioners' Choc. Melting and Mixing Valves Tunnels, Cooling Mixing Gum Arabic and Tragacanth X-Ray Equipment **Basket Dipping Machines** Open Fire Honey Batch Steam Jacketed **Raw Materials** Invertase Rollers Lecithin Tilting Acids Warmers Mills, Sugar Licorice Beaters (Specify) Maple Sugar and Syrup Meters, Flow Cream Mixers Marzipan Milk Products Egg and Gelatine Motors Albumen, Egg Marshmallow Dry (Specify Size) Butter, Coconut Whip Condensed Moulds Caramel Cream and Paste Belting Aluminum Plastic Chemicals Conveyor Metal Molasses (Specify) Packing Nuts. Shelled and Unshelled Rubber Power **Nut Machinery** Oil. Slab Cherries, Dipping Boards and Trays Blanchers Pectin Coating, Chocolate Caramel Starch, Corn Crackers Coconut Dipping Roasters Sugar Colors Starch Pans, Revolving Beet Chocolate and Cocoa (Specify) Cane Popcorn Poppers Machinery Pulling Machines Corn Corn Products (Specify) Pumps Invert (Specify Type) Starch Liquid Coaters Racks Sugar Maple Conditioner and Cleaner, Refrigerating Machinery Syrup Miscellaneous Starch Rollers Cream, Fondant Cookers Supplies & Services (Specify Type) Fats and Oils Continuous Scales Flavoring Materials Cleaning Materials Vacuum Platform Emulsions Insecticides Cutters Table Essential Oils **Paints** Slabs, Cooling Adjustable Steel Roll True Fruit Laboratory Service Continuous Marble Synthetic Fruit Other Depositors Steel Vanilla ☐ Have Salesman Call Send Literature, Prices, Etc. Company .. Street City State Note: This request must bear the name of the firm and must be signed by the authorized purchasing agent or an officer of the firm. If an

Individual firm, by the owner.

THE MANUFACTURING CONFECTIONER



CANDY In The DRUG STORE

ANDY once occupied the importance in drug stores that has today been arrogated by the soda fountains and lunch counters. Chiefly responsible for the change has been the more aggressive merchandising job which has been done by the soda fountain and lunch counter interests as compared with the rather lackadaisical promotion of its products by the candy industry.

To recapture the drug store market for candy, the candy manufacturer will have to surpass in aggressiveness and merchandising skill the efforts put forth by these other competitors. I say "surpass," for it will take more than order-taking and price selling to overcome some of the handicaps which we, ourselves, have thrown into our own path to success. Candy salesmen have so confused drug store candy buyers with their claims and counter claims that the candy buyer hardly knows whom

By E. J. McGARRY*

President Illinois Nut Products Co., Chicago

to believe and what to stock. The result has been a general falling off of candy sales through drug stores, when theoretically, at least, this most important outlet should have been building bigger and better candy sales.

The drug store is one of the most logical of all candy retail outlets. All over the country millions of people walk into drug stores every day to purchase prescriptions, medicines, toilet articles, etc. True, the soda fountains

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Left—Mixed Candy Display with Fall Trimming and Using Small, Transparent Containers for Display of Bulk Candies, Read Drug and Chemical Company Store. Baltimore, Marylaind. This Display Was Installed to Build Up Lost Candy Volume. It did the trick. Right—Special DeLuxe Mixed Candy Window in the Main Store of the Read Drug and Chemical Co., Baltimore. This Window Was the Means of Increasing Candy Sales at This Store, and the Management Is Thoroughly Sold on Candy Display Windows.



Typical Candy Window Display of the Hook Drug Company, Indianapolis, Indiana. Note That This Window Shows Bulk Goods, Bar Goods and High and Low Priced Package Goods and That Prices Are Prominently Displayed for Each Item.

and lunch counters are drawing a large percentage also, but that is of little import here. The fact is, that almost as many people visit the drug store every day as they do the food store. And unlike the department store or some other types of store, these people are going there to "buy," not to "shop." In other words, when you or I go into a drug store, we have a definite want and we are carrying the money to pay for what we want. We seldom go into a drug store merely to "browse." Further, most drug store business is cash business; our money is on the line when we make our purchase. But even more important, the general layout of a drug store is such as to lend itself very well to sales of so-called "impulse" merchandise; and candy is very often purchased on impulse, although it is my belief that in drug stores we should attempt to make the purchase of candy a conscious, pre-meditated act.

In 1938, the people of the United States spent \$4.80 per capita for candy. There are no figures available to show how much of the total of \$600,000,000 worth of candy sold in that year was moved through retail drug outlets. No doubt a large percentage was so moved, but in my opinion and considering the total number of retail drug stores in the country, their percentage should have been higher. The candy business is a stable business paying good profit, higher profit than a good many other items handled by drug stores, and if given a fair share of the window and interior display space, will pay handsome dividends to the alert, merchandising-minded drug store operator.

Should Carry Complete Line

Drug stores should not concentrate on a single one of the three general classifications of candy: five and ten cent items, bulk goods, and package goods. They can do a job on all three if they will devote space and energy to proper display and merchandising. Yet there are some salesmen who will tell the store manager that this or that type of goods is the only thing that will move in this store. Nothing could be farther from the truth, as the experience of many independent drug stores shows. Some druggists also complain that the candy kitchen down the street gets all the business, so why spend time and

money trying to sell it in his own store. Figures of the U. S. Department of Commerce do not bear out this contention, for in 1938 only 8.6% of the total candy volume in the country was sold by manufacturers operating their own stores. With proper fixtures and adequate space devoted to the exclusive use of candy, the drug store can do an appreciable volume, and this volume will pay a better profit than almost everything else in the store with the exception of cosmetics.

To do a good candy business, a store should devote at least 15 feet of space to the candy department, and should be willing to devote, without interruption, some of its window space to candy display. This window display item is important and harks back to what I have said relative to divorcing candy from the "impulse merchandise" category so far as the retail drug outlet is concerned. Before talking about the window, however, let us visualize the interior candy set-up. Where should it be? What should it look like? What should it feature? How should it be served? How much volume can we expect?

In certain types of stores, notably department stores, it has become customary in the past few years to have a main candy department, with various small counters and so-called candy "bars" scattered throughout the store in strategic locations to catch the impulse buyer. This technique should not be attempted for the drug store, in my opinion, even though the store may be large. In my experience with drug stores, I have found that the integrated candy department is the best business getter. Tied-in directly with a good window display, this department can and will move any kind of good candy if it is so located in the store that customers must pass it as they come and go. That does not mean it must be located near the cash register in such stores where all purchases are paid at a central spot; it need not be near this if it is so spotted as to require that it be passed by both entering and leaving customers. As a matter of fact, its location near the central pay station may militate against sales of other than five cent and ten cent items, for the purchaser of bulk goods or medium- and high-priced package goods needs time to make his selection, and the

hurry and bustle near the cash register may interfere with his selection.

The candy section should carry a good variety of bulk goods, popular priced package goods, better lines of higher-priced package goods, and bars and small packages. The section should be departmentalized so that each of the above classifications of candy is by itself. It is sometimes a good idea to have the popular priced package goods displayed on "spot" tables near the department. This recommendation as regards carrying a complete line of candies is in opposition to the theory that the drug store should sell only package goods or bar goods, or whatever else it is the salesman happens to be selling. People of all classes and tastes patronize the drug store. Drug store candy offerings must take cognizance of this in price and quality, else certain classes of trade will go elsewhere to buy their candy.

How to Departmentalize

No special types of display cases are required, although the build-up type which start at ankle height and build-up to eye level are useful if the store is cramped for space. The tops of such cases can be used for display of packages or bar goods and the like. The bulk goods section of such a display should, however, be in such position that grown-ups and youngsters can readily make their selection without inconvenience. Sometimes, too, it is well to have the five and ten cent items completely separated from the display of bulk and package goods.

It is very important to keep the lower-priced package goods separate from the higher priced packages. A large volume can be built up on nationally-known higher priced package goods. And this type of package goods adds prestige to the whole department. When you have a customer for this better class of packaged candy, it is poor sales psychology to have popular priced packages scattered throughout the display to take the customer's mind off the business in hand. It is easier to sell the higher-priced line if it is by itself, than it is to start with lower-priced goods and work up.

An experience I had in a drug store will best illustrate just how big a factor proper candy display in the show window can be in selling not only candy but other merchandise which the drug store offers. While I was talking to the manager of this drug store, a man came into the store, walked up to the candy section and asked for a dime's worth of sugar roasted cashew nuts. The salesgirl gave him his package and took his dime. On the way out he stopped at a table where a pile of dictionaries were on display, selling for 29c. The manager saw him looking at the books and walked over to him. The man said: "Are these any good?" All the time he was eating

his candy. The manager said: "Yes, they are certainly worth 29c." The man said, "All right." The manager picked up two books and said, "One or two?" The man replied "One." The manager went to the wrapping counter, wrapped the book, took the customer's money, and as he walked down the store with him, he said, "Sometime when you want a real dictionary I have one here that's the last word. It has everything—gold-edge leaves and a real leather cover. It will last a life-time." The man said "How much?" He replied "98c." The man said, "I guess I better take it." The manager wrapped up both books, handed them to the customer, took his dollar and gave him 2c change. The customer said, "Where's my 29c for the other book?" The manager said "I beg your pardon, I thought you wanted both books." The customer said, "Well, as long as you have both wrapped, I'll keep them. I'll give one to the kids."

By this time he had eaten all his candy. Going by the candy department, he stopped and bought another dime's worth of sugar roasted cashew nuts.

I said to the store manager, "That was a great piece of selling you did." He said, "Did you notice what brought him into the store! A dime's worth of candy. If I hadn't had candy in the window, I would never have made that sale. I wish I had more window space so I could devote one full window to candy, because it brings more people in off the street than any other merchandise I have in my window."

What About Window Display?

Window display is a subject upon which books can be written, and volumes are being written upon this subject every day in the trade press. Theories vary as to the best method of attracting attention and bringing people into the store through window display. No doubt there is a central theme running through all window display theory and practice, but there are some special rules which apply to display of food products, and they should not be forgotten in connection with candy.



Candy Window of a Lane Drug Company Store. Featuring Bulk Goods and High and Low Priced Package Goods. This Window Illustrates the So-Called "Vertical Window" Trimming Technique. Where Shallowness of Space Does Not Permit of Set-Back Display. Candy Lends Itself to All Types of Window Trimming Technique.



Mother's Day Display of Low and High Priced Package Candles in One of the Stores of the Walgreen Drug Chain.

Package goods, of course, is already protected against weather and other influences. Nevertheless, if your window happens to be on a south or west exposure, great care must be taken to protect the display from the heat of the sun. Chocolates, especially, deteriorate rapidly under the influence of heat.

Candy in general should be made to look as clean and appetizing as it is possible to do, in your window display. You want this display to bring buyers into the store; so your display should not be as appetizing as the candy department inside. Window glass should be clean and bright. If the frames are of wood, they should be checked to see that paint is not scaling off or is dirty-looking. The floor of the window interior should be covered and spotless. Bulk candies ought to be shown in some kind of containers with transparent tops, so that the candy does not come in contact with any part of the window. Decorative colors should be bright, but careful selection of color for trimmings will do much to heighten the appeal of the candy. Certain colors just do not "go" so far as candy is concerned. If price is the feature of the window display, price should be prominently shown, not once but several times in various parts of the display. The candy display should not be intermixed with other merchandise, but should be a separate unit for itself; if a whole window can be devoted to candy, so much the better. Illustrations accompanying this article show several window displays, some elaborate and others rather simple, but all indicating, in my opinion, careful preparation with the two most important considerations uppermost, namely, tasty arrangement and purchase-provoking display of the candy. With practice and keeping in mind certain display principles, any intelligent drug store clerk can be taught how to make up a candy window that will bring customers into the store.

"CASE HISTORIES IN EMPLOYMENT STABILIZATION"

As a part of Industry's nation-wide efforts to regularize employment wherever possible, the National Association of Manufacturers, New York City, have issued a survey report of 68 "case histories" of individual companies which present in detail practical experiences with employment regularization and the degree of success accomplished. A Food Manufacturing Company which manufacturers gum and candy products reports, "Our company has regularized employment to a considerable degree. Beyond production of seasonal items in view of the steady consumption of food and confection products, we realize that stabilization is more practical for us than for some other products which are not subject to steady consumption." A Candy Manufacturing Company reports, "We are in a very seasonal business with very low sales in summer and high sales in fall and winter and ours is a perishable product. Despite this fact we have been able since N. R. A. to keep about 70% of our people employed the year round. Under our living conditions, the old system of changing hours per week gave us very uniform employment which we can-not get today, and was much better for the employees." Another candy manufacturer reports, "Before NRA, the Wage-Hour Law, etc. we kept about the same number of people the whole year, but varied their hours per week. On account of overtime we cannot afford to do this. The former system of changing hours per week enabled us to give our employees very uniform employment which we cannot do today and which was much better for the employees." Various methods of employment regularization found to have been successful in practical operation, either singly or in conjunction with other methods, are listed under the four headings of: Planned Production, Distribution, Personnel and Management.

An exhibit showing the many industrial uses of sugar was opened in the lobby of the Commerce Building, Washington, D. C., in January. More than 75 varieties of sugar are on display, as well as charts showing the comparative prices of sugar in the U.S. and other nations; the percentage of sugar consumed by various industries, price fluctuations over a period of years and other interesting facts about sugar.

COMING EVENTS

- April 17 Convention, American Dry Milk Institute. Chicago.
- April 24-25 Convention, American Management Asso-
- ciation, Hotel Roosevelt, New York. April 29-May 3 Exposition, Premium Advertising Association of America, Palmer House, Chicago.
- April 29-May 2 Convention, Chamber of Commerce of
- the U. S., Washington, D. C. 19-22 Convention, National Paper Box Mfrs. Assn., St. Louis, Mo.
- 19-23 Convention, National Association of Credit Men, Royal York Hotel, Toronto, Canada.
- 20-22 Convention, Class Container Assn. of America, White Sulphur Springs, West Virginia.
- May 23-25 Convention, National Assocation of Chain Drug-Stores, The Greenbrier, White Sulphur Springs, West Virginia.

CONVENTION PLANS SHAPING UP SLOWLY

S we go to press, nothing definite about the program for the coming N.C.A. convention is known. Several meetings have been held by the program committee and it is known that if present plans materialize, the Industry will participate in one of the most outstanding and constructive programs ever planned for the annual convention of the National Confectioners Association.

The program committee, as announced last month, is headed by Gordon Lamont, Lamont Corliss and Co., New York, and includes Wallace T. Jones, Rockwood and Company, Brooklyn, and Daniel D. Sanford, National Licorice Co., Brooklyn. The committee states that work on the program has not yet reached the stage where anything definite as to plans can be publicized. An announcement relative to the program plans will be forthcoming shortly, it was stated.

Without doubt the executive session of the association's directorate will discuss, among other things, the survey and report made of the association and its activities by Barrington Associates, Inc. There has been much speculation in the Industry over this survey and report, since it became known that such a survey was being made, and a report on it will go a long way toward clearing up misconceptions and rumors relative to the survey and its significance.

Charles F. Haug, chairman of the dinner-dance committee sent out a letter early this month in which he announces that his committee has completed plans for this annual convention affair. The dinner-dance will be held at 8 p.m., June 5, in the grand ball room of the Waldorf-Astoria. A well-known orchestra has been engaged for dancing, and the entertainment features promise to be a big surprise. Ticket sales for the dinner-dance begin April 15 and tables will be allotted according to the order in which reservations are received.

The ladies entertainment committee was announced in January of this year. It consists of the following: C. S. Allen, C. S. Allen Corp., Brooklyn, chairman; Charles L. Gleeson, Hawley & Hoops, New York; Frank Kobak, Metro Chocolate Co., Inc., Brooklyn; C. G. Linker, American Maize Products Co., New York; R. M. MacDonald, E. I. duPont de Nemours Co., Inc., New York; John T. Matchett, J. T. Matchett Co., Brooklyn; and Jos. W. Mooney, American Sugar Refining Co., New York.

The resolutions committee is composed of the following: W. C. Dickmeyer, Wayne Candies, Inc., Ft. Wayne, Ind., chairman; W. E. Brock, Brock Candy Co., Chattanooga, Tenn.; N. F. Fiske, Fine Products Co., Augusta, Ga.; Alton I. Miller, Chas. N. Miller Co., Boston, Mass.; George T. Peckham, National Candy Co., Inc., St. Louis;



The Waldorf-Astoria Hotel, New York, Will Be the Scene of the 57th Annual Convention of the National Confectioners Association.

June 3 to 6, 1940.

Will T. Reed, Reed Candy Co., Chicago; and Chester E. Roberts, Imperial Candy Co., Seattle, Washington.

The 17th Annual Confectionery Industries, Exposition, held in conjunction with the convention, will be officially opened Monday morning, June 3. D. P. O'Connor, of Penick & Ford, Ltd., is chairman of the Exposition Committee and Clapp and Poliak will again manage the show. Following are the firms which will take part in the Confectionery Industries Exposition with exhibits of their products and services:

	ooth mber
American Machine & Foundry Co 40	5-06
American Maize Products Co	315
American Sugar Refining Co	602
Anheuser-Busch, Inc.	404
Armour & Company	314
Atlantic Gelatin Co., Inc.	302
Basic Industries, Inc.	309-B

(Turn to page 34, please)

FLAVOR IN CONFECTIONS

Part IV -- Learning What the Public Likes

By TALBOT CLENDENNING

7 E HAVE seen in previous articles in this series that flavor is an important part of any confectionery line and that it cannot be neglected with impunity by any manufacturer. As improved methods of packing, handling, and processing produce confections of better appearance and variety, attention to flavor be-comes increasingly important. The purpose of increasing attractiveness is to convert a potential customer into an actual consumer of your product. But no matter how pleasing a confection is to the eye, the customer will not purchase the line again if it is not also attractive to the palate.

Thorbjörnson¹ points out that simple or single flavorings usually do not satisfy for long because the senses soon recognize their simplicity and lose interest in them. This indicates the importance and need of blended and otherwise developed flavors. It is amazing, for instance, how a vanilla creme is improved by a dash of lemon

The public is gradually, but surely, becoming educated to expect variety in flavor, and with this education comes appreciation and demand for better flavors. Finding out what the public likes, or will like, is a necessary

part of the cycle of flavor development.

In certain food industries, where flavor, texture, appearance, etc., are of primary importance, it is common practice to evaluate each batch by scoring. Quite satisfactory methods have been worked out for scoring a number of products such as butter, ice cream, cheese and bread. Thus, in one system of scoring ice cream the total score of a perfect sample is divided as follows:

Perfect Score

Color	*******************************	10
Body		20
Texture		20
Flavor	400000000000000000000000000000000000000	50
		1000

(Note that flavor is assigned 50% of the total points.) An exactly similar score might be used for fudge or marshmallow, and the author has no doubt that a complete system of scoring could be worked out to cover all confections examined each month in the "Candy Clinic" of this publication.

Scoring Requires Agreement on Standards

Scoring may be defined as the determination of the degree of perfection which a product has attained. When properly done by a jury of expert judges, scoring may be both satisfactory and reliable. For scoring to have a definite meaning, the standard of perfection must have been previously agreed upon. Note that in scoring, each member of the tasting jury does not mark a sample according to his individual preference, but according to the adopted standard. It is tacitly assumed that the standard of perfection set by the judges is that which would be preferred by the great majority of discriminating people. The 100% standard which is aimed at is that appearance, texture and flavor which the public likes

In the long run the public will always score our products for us, but to base our decisions on the public's expression of opinion as shown by relative size of sales is slow, cumbersome and expensive. It is also complicated with other variables besides the actual "consumer appeal" of the product. Such factors as price, advertising, competition, business prosperity, etc., are bound to affect sales. Furthermore, it is wasteful to put on the market large quantities of lines which the public will

There is another entirely different way for evaluating a product and that is by appealing directly to the public. For example, you might make a new line and then ask a thousand people how they like it. Or you might ask them which they prefer of two lines you are indecisive about. This method is called consumer preference testing, and may be used before a big outlay is risked in manufacture and sales promotion. Service organizations now exist primarily to handle this work in a systematic

Great care must be exercised in carrying out a consumer preference test and in interpreting the results obtained. In the first place, it is necessary to select an acurate cross-section of the public, men, women and children, of all ages, occupations, and nationalities, and of every economic status.

The number and distribution of the consumers to be tested should bear a definite relation to the market hoped to be reached by the products tested. The importance of selecting a representative sample from a mixed population has been often stressed, but if the consumers are wisely chosen, a very small percentage will reflect the

^{1.} Thorbjornson, B., 1936. Taste and Smell. Tek. Tid. Uppl. C. 66, 9.

opinion of the whole number of consumers with surprising reliability². One of the difficulties is the time, trouble, and expense in consulting a large number of people. An alternative is to have a representative list of 100 to 200 people (an "outside" jury) which may be consulted from time to time as new lines are proposed. Such a list would be more or less permanent and the persons concerned could be educated in taste discrimination. There is always the difficulty of getting a correct opinion from an untrained person due to lack of interest, carelessness in marking the samples, prejudice, and even illiteracy.

Labeling Test Samples Impartially

Samples must be labeled so that the composition is not known to those who are to do the tasting. If two samples of butterscotch are submitted containing 5% and 10% fat respectively, nearly everyone will notice that the second tastes richer, if they are so labeled. If labeled merely M and N, prejudice will not be so likely to enter in.

Labels which do not suggest relative merit are best. Thus, if two samples are labeled A and B, or even 1 and 2, there is some tendency to assume that A (or 1) is better. It is advantageous to use other marks like M and N.

Only a few samples should be submitted at one time. Two samples on which the consumers are asked to express a preference is the ideal arrangement. One sample might be the present standard—the public reaction to which is already known, and the other may be a presumably improved kind which it is desired to test in comparison with the old.

The object of the test must be clearly understood. Directions for testing, marking and reporting should be direct and simple. A very simple form of ballot for a preference test on two samples is as follows:

Which of these two samples of Fudge do you like the

better?
Why?
Name
Address

Note that in this questionnaire the consumer is not asked to pass upon any particular quality such as texture, but is merely asked to express a preference, afterwards indicating the characteristics he does or does not like in the product being tested.

The significance of the results obtained on any consumer preference test must be carefully calculated. If an overwhelming preference in favor of one sample is indicated, we would naturally feel quite certain of the public preference. Such a vote as 90 for Sample M and 10 for Sample N would be easily interpreted. But how about 60 for M, 40 for N; or 55 for M, 45 for N? Does the last result tell us anything at all, and if so, what? Could we safely conclude that sales of M and N would be in the ratio of 55 to 45?

A vote for sample M may have three quite different meanings. In the first place, the vote may be a mere guess if the difference between the sample is not great. If the results are close, the number of guesses can be determined by repeating the test under new sample letters, say R and S. Suppose for example that on the first test the results obtained are 58 for sample M and 42 for sample N, and on the repeat test 62 for sample R (=M) and 38 for sample S (=N). On checking the individual votes, however, it is shown that 55 voted for M (or R) both times and 34 voted for N (or S) both times. Those who reversed themselves, i.e. the detected guesses, therefore numbers 100-(55+34)=11.

From the laws of chance, it is fair to assume that the undetected guesses are just as many as those detected i.e.—11, and that these are roughly divided between the samples in the ratio of 55:34. That is, from the repeated votes for M we must substract 55 X 11=7 un
55+34

detected guesses, and likewise we must substract 4 undetected guesses from the 34 repeated votes for N. The final estimate of the real situation is a follows:

Net definite choices for M is 55—7=48
" " N is 34—4=30
Guesses (11 X 2) =22
100

Where there are very few guesses, we may have much better confidence in the results. Where a check shows more guesses than definite choices, the results have very little significance. The number of guesses is therefore a figure of importance as indicating what proportions of the public (or tasting jury) can detect any reliable difference between the samples.

In the second place, a vote for sample M may denote a distinct, but slight, preference. Such a person would prefer sample M if available. If not, he would buy sample N almost as readily. This would be important if M was quite a bit more expensive to manufacture than N.

In the third place, a vote for M may denote a very decided preference for M. Such a person would probably buy M if he could get it, but if M were not available, he might not buy any N at all.

Elaborate Ballots For Finer Preferences

To detect such choices as these it is necessary to use a slightly more elaborate ballot which indicates the quality of each sample. The feature of such a ballot is the opportunity afforded for the consumer to express without difficulty how well he likes each sample. The ballot might, for instance be as follows:

Which of these two samples of gum drops do you like the better?

Sample M is () () () () ()

(Please indicate your opinion by a check mark in one square)

Poor Fair Good Excellent

Sample N is () () () ()
(Please indicate your opinion by a check mark
in one square)

Please give your opinion of both samples.

Name......Address.....

This ballot differentiates clearly between all the different kinds of choices except the guess, which can only be determined by a repeat test. It does this, moreover, with very little effort on the part of the consumer. Using such a ballot we might receive the following kinds of votes, all expressing a preference for M, but indicating a different condition.

Platt, Washington, 1937. Evaluation of Consumer Preferences for Food Products. Food Industries, 9, 7.

(Example 1)	M	Poor	Fair	Good	·Excellent
This vote in	N ndiciates	Poor (X) an unr	Fair () mistakable	Good () prefere	Excellent () nce for M.
		Poor	Fair	Good	Excellent
(Example 2)	M	() Poor	() Fair	() Good	(X) Excellent
	N	()	()	(X)	()

This vote also indicates a preference for M, but N is considered good. If N was easier or cheaper to manufacture, it might be worth while to market N instead of M.

(Example 3)	M	Poor	Fair (X)	Good	Excellent
(Poor	Fair	Good	Excellent
	N	(X)	()	()	()

Here again we find a preference for M, but this individual does not have a high opinion of either sample.

His purchase of neither would be large.

Votes on this type of ballot may be weighted by assigning a value of 3 to a vote of Excellent, 2 to a vote of Good, 1 to a vote of Fair, and 0 to a vote of Poor. By this means the total points in favor of each sample would be a much more accurate picture of the relative merits of the products, than would a straight preference vote. Many examples could be cal-culated out in this way. For instance a voting showing a total preference for M of 55 votes against 45 votes for N might show a point score of 115 for M against 50 for N. The point score in this case is much more "significant" than the straight preference vote.

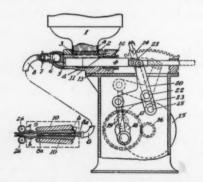
PATENTS AND TRADE MARKS

The following memorandum relating to Patents and trade marks is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the U. S. Patent Office and, if no opposition thereto is filed within 30 days after the publication date, the marks will be registered.

PATENTS

Apparatus for Filling Soft-Center Confections and the Like 2,184,405

Hermann Thurlings, Viersen, Germany, assignor to Baker Perkins Company, Inc., Saginaw, Mich., a corporation of New York. Original application September 16, 1936. Serial No. 101,116. Divided and this application De-cember 4, 1937, Serial No. 178.077. In Germany October 25, 1935. 2 Claims. (Cl. 107—27).

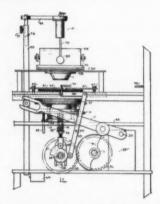


1. Apparatus for extruding viscous, plastic, or fluid material comprising in combination, a source of said material,

a cylinder open at its rearward end to communicate with said source and communicating with an extruding orifice at its forward end, a piston mounted for reciprocation in said cylinder and arranged to withdraw from the cylinder on its rearward stroke, whereby on the withdrawal of said piston the cylinder is opened to access of material and during its forward stroke the piston functions as a valve to cut off the cylinder from said supply, means for imparting reciprocatory motion to said piston, and means of varying the depth to which the piston enters the cylinder to vary the amount of material extruded.

Wrapping Machine 2.185.593

George Kaeding, Astoria, and Hans Hoyer, Ozone Park, N. Y. Application July 27, 1937, Serial No. 155,856. 5 Claims, (Cl. 93-2)



1. A wrapping machine for articles of candy and the like, comprising a holder adapted to receive the stick of a piece of candy therein, means for temporarily retaining said stick in the holder, a funnel-shaped member arranged below said holder, and adapted to receive a sheet of paper disposed on the top thereof, a revolving drum centrally arranged below the latter, a switch connection arranged in said holder adapted to be closed by the stick of said piece of candy and means controlled by said switch to set the holder in motion in a downward direction, whereby to convey the candy with the paper into said drum, jaw pivotally connected to the drum and mechanism to engage said jaws with the candy, a pair of twisters arranged above said drum means to actuate said twisters to twist sheet and paper around the stick of the piece of candy and comprising a gear-actuated arm connected to said twisters.

Chocolate Coating and Process of Making Same 2,188,489

Collins Veatch, La Grange, Ill., assignor, by mesne assignments, to Corn Products Refining Company, New York, N. Y., a corporation of New Jersey. Application July 17, 1937, Serial No. 154,201. 10 Claims. (Cl. 99—23)

1. A chocolate coating compound comprising in intimate mixture, fat-containing chocolate, dextrose, gelatin and gelatinized thin boiling starch.

TRADE MARKS

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patents and trade mark matters, without charge to them. Inquiries will be submitted to Mr. Atkins and a prompt report will be sent you.

PLUS WAY DISPENSING. Ser. No. 422,012. David Persha, Duluth, Minn. For canned and fresh fruits—namely, apples, apricots, pears, plums, prunes, peaches, strawberries, raspberries, grapes cherries, oranges, lemons, limes, grapefruit, pineapple, and vegetables, tea, coffee, sugar; wheat, cake, pancake, and rice flour, salad dressing, breakfast cereal foods; dairy products—namely, butter, cheese, milk, eggs; spices, food flavors, catsup; bakery products—namely, bread buns, cakes, ples, cookies, crackers; candy confections.

ples, cookles, crackers; candy confections.

WISTARIA. Ser. No. 426,659. Miller & Hollis, Inc., Boston, Mass. For chocolates.

CLARKIES. Ser. No. 424, 833. Joseph L. Clark, Pittsburgh, Pa. For chewing gum.

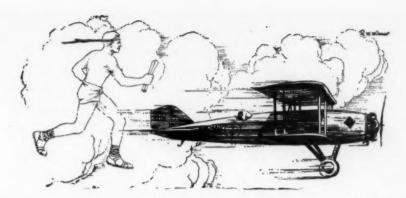
MARVEL POPCORN. Ser. No. 424,369. Roberts Company, Toledo, Ohio. For popcorn, raw, french-fried, and caramelized.

TRADE-MARK CONSISTS OF A "C" SHAPED FIGURE COLORED RED. Ser. No. 424,419. American Chicle Company, Long Island City, N. Y. For chewing gum.

TIPS. Ser. No. 423,871. Wm. Wrigley Jr. Company, Chicago, Ill. For chewing gum.

CLIX. Ser. No. 423,838. S. H. Kress and Co., New York. N. Y. For crackers and chewing gum.

NICKEL NIBBLES. Ser. No. 419,279. The Susu Nut Co., Chicago, Ill. For saited and candied nuts, and candies. HOMMIES. Ser. No. 425,639. The Borden Company, New York, N. Y. For cheese flavored coating for food products, consisting of dehydrated cheese, vegetable oils, and seasoning.



M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

LABELING REQUIREMENT

Please tell me what you can regarding a law requiring me to add "Manufactured by" to my name as it appears on my butter tins. I'll appreciate this.

-K. B., Pennsylvania

Replpy: The Federal Food-Drug Act applies to candy moving in interstate commerce. Your own state law, as amended in 1937, requires packages or containers of foods, including candy, to bear the name and address of the manufacturer or packer, or the name and address of the wholesale dealer or distributor, preceded by the words "Manufactured by" or "Packed by" or "Distributed by" or "Packed for," as the case may be, or followed by the word "Manufacturer," or "Distributor" or "Wholesale Dealer" or "Packer," as the case may be. These additional words are not required by the Federal Law, and efforts to amend the Pennsylvania law in this respect at the last session of your state legislature were not successful.

SMALL BATCH FORMULAS

One of our customers who operates a high grade confectionery retail establishment, has inquired if we have any recipes for candies that are adaptable to small batches—say 5 lbs. at a time, and continues to state that she is interested in any new centers for Chocolates, especially hard centers.—J. H. S., Penna.

Reply: Unfortunately there is no book on the market containing small-batch recipes adaptable for the retail manufacturing set-up. However, we are sending you herewith several formulas for the designated centers. If your client has a good working knowledge of candy making, she can handle these very nicely.

GREASE-PROOF APRONS

We are interested in securing some type of grease-proof aprons for use by our candy makers and thought maybe you could help us secure same through your Buyer's Guide service. A large quantity of our candy is made on steel slabs and the candy makers have a tendency to lean against these slabs, getting their uniforms dirty very quickly from oil and grease on the sides of the slabs. We have tried leather aprons and heavy rubber aprons, but our candy makers complain of these being too hot to wear regularly. The thought occurred to us that something like coating machine belting might make desirable aprons and thought you could direct us to a firm able to supply this type apron. The apron must be grease-proof and should cover from the waist to the knees only, with no tops—R. M., Ga.

Reply: One of the large candy manufacturers here in Chicago had a problem similar to yours and solved it by having aprons made of belting which are working out very nicely. Enclosed is the name of the firm which made the aprons for the Chicago candy company.

CANADIAN PACKAGE

One of our valued clients, Moir's Ltd., of Halifax, Canada, feels highly gratified with the comment given their box of miniature chocolates in the Candy Packaging Clinic. We certainly share this feeling, as we designed and produced the box for Moir's. We might say that the market reaction to this package, since it was offered, would bear out exactly the remarks of your commentators. It is our practice to mention, from time to time, outstanding packages which we have created in advertising space in Canadian packaging magazines and we propose, with the consent of Moir's, Ltd., to say something about this package very soon. What we would like to know is if we might have your permission to quote from your comment. We will, of course, be careful to see that proper credit is given and the matter treated in its proper contexts.

(Signed) Guy E. Dingle, Ad. Mgr. Somerville, Limited London, Ontario

Reply: We are very glad to give you permission to quote from our publication in regard to Moir's package. We shall be glad to see your comment when it is published. We are doing a lot of work in the Confectionery Industry in regard to packages, and the designer on our Clinic Board chooses two packages from those submitted to the Clinic and gives suggestions on them. He has made some further suggestions with reference to another package being sold by Moir's, which he believes will add to its sales appeal.

SHELLAC FLAKES

Can you help me find some White Shellac Flakes like the enclosed sample? It must be good grade, as it will be used on candy. The sample came from Europe and I am unable to find anything like it at my usual supply sources. If you know where it can be obtained, please have the dealer or manufacturer send me 5 lbs. by Parcel Post and quote me in 100 lb. lots.

—E. W., California

Reply: We put your request for white shellac flakes to a manufacturer and he promises to send you samples and quotations immediately. It is probably impossible to get an imported product of this type at the present time due to the war situation in Europe. However, the source we contacted believes they are able to furnish something which will almost approximate the sample in quality.

"TRANSFORMED SUGAR"

We are very anxious to get further particulars about "transformed sugar" and whether it is better to us that sugar than ordinary pulverized sugar. Have you ever published anything on this subject?—J. P. F., Canada.

Reply: In the December, 1937 issue of THE MANUFACTUR-ING CONFECTIONER we published an article by A. Adams Lund in which "transformed sugar" was compared to other types of sugar in chocolate work. A tear-sheet is going forward.



-and make better jelly candies with **EXCHANGE** CITRUS PECTIN

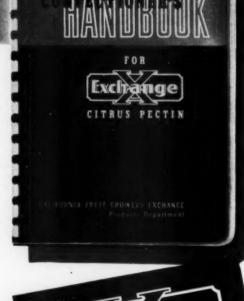
The finer flavor, brilliance, and real jelly texture make EXCHANGE Citrus Pectin Goods popular with the consumer. They are easily made cast or slab. Use them for bulk packs or the finest assortments. Costs are low. Send for this new Handbook with the latest formulas. It's free.

California Fruit Growers Exchange Products Dept., Sec. 204, Ontario, Calif.

Please send us our copy of the new Confectioners Handbook for the use of Exchange Citrus Pectin.

Company _____

City _____







Deception

DECEPTION is a highly-regarded strategem in football, military tactics and fishing, but in the opinion of the officials charged with the interpretation and enforcement of the Food-Drug Law, deception applied to packages is one of the lowest forms of skullduggery. And so far as the Food-Drug Administration is concerned, if your packages are deceptive you are outside the law regardless of whether such deception is innocent or premeditated.

These and other of the finer points of the Law were outlined by Dr. W. R. M. Wharton, chief of the eastern district, Food and Drug Administration, in his address at the Packaging Conference in New York last month. An abstract of the address appears in another part of this issue. Dr. Wharton also exhibited a number of packages which the Administration regards as deceptive. Surprising how many candy packages there were in the exhibit. Even candy bars did not escape, although the Administration's attitude on bars is debatable. all, seven ounces of candy bar is seven ounces, whether you s-t-r-e-t-c-h it, compress it, make it thicker or thinner, or put it up in roll form. So long as the Law requires that net weight must be printed conspicuously on the label or wrapper, there is little public benefit in the splitting of hairs over just how a bar weighing a certain weight should appear to the buying public. In the final analysis, the manufacturer himself is the one who will be hurt if customers get the idea that they haven't got their money's worth.

However, when the Doctor started showing some of the packages of candy (not all his exhibits were candy) which the Administration sleuths had picked up, it isn't surprising that the Administration is going to be a little arbitrary for a while over what it considers deceptive packaging. Pyramid packaging, for instance, where the top layer is well-filled and looks wonderful, but where the bottom layer is packed so loosely that it rattles like bones in an old coffin, seems to be a rather common practice in our Industry. Another practice, slack fill, has already been dealt with by the Administration, as has also width of extensions on extension-edge boxes. These rulings are justified, for certainly some gross deception has been practiced by some candy manufacturers in this respect. On the other hand, Dr. Wharton at least hints that interpretation of deception may also be applied to designs on packages, especially where these tend to make a box look larger. This is going to require an almost psychic technique on the part of the Administration experts who attempt to rule on such designs and one wonders if, perhaps, such an expert would not be wasting time on a government job when he could, through the artistic ability which such highly esthetic interpretation would imply, gain much wider personal fame and fortune through application of this ability in some form of practical art.

The Coming Conventions

NEW YORK will be the mecca to which wholesale and retail candy manufacturers will journey the first week in June. The convention of the National Confectioners Association will be held at the Waldorf, June 3 to 6, and the annual meeting of the Associated Retail Confectioners of the U. S. will be held simultaneously in the nearby Pennsylvania hotel. Truly, the city of New York will be candy-conscious during the days of these conventions.

The retail group has had its program well worked out for several months. Unfortunately, highlights of the N.C.A. program are not available for publication as this issue goes to press. It is fairly certain, however, that a few days spent at either convention will benefit anyone connected with our Industry. After all, there is a lot of satisfaction in just being together for a few days with old friends who are in the same business as yourself. All of us stay too close to our own little spheres of activity most of the time, and it sometimes pays big dividends for us to go away a piece from our desks and then cast a look backward to see what we look like to others. It isn't bad either to sit down together with others over a stein and discuss man-to-man the problems which we all face. There is a much freer interchange of opinion and fact under such circumstances than in the formal sessions or in formally-conducted round-table discussions. Nevertheless, even the formal sessions can be made interesting and instructive if the audience will go into these sessions with the avowed purpose of getting from the speakers every bit of information, whether contained in the address or not, on the subjects which they discuss.

New York, then, is the spot, and the week of June 3, the time. Make your plans now to be there. If you don't like the conventions, you can always go out to the Fair, or visit a few hot spots, see a show or two, or just gaze at the tall buildings. Convention time is the one time in the year when you have the very best excuse to be away from your office for a few days.

NEWS OF THE SUPPLY FIELD

EQUIPMENT · MATERIALS · MARKET INFORMATION · FIRMS · PERSONALS

HEAD OF STANGE FIRM DIES

William J. Stange, 69, president of the Wm. J. Stange Company, Chicago, died March 21. In 1889, Mr. Stange became identified with the flavor and essential oil business, later engaging in the manufacture of coal-tar colors. He was associated in the business with W. B. Durling and Frank M. Hartigan. The 50th anniversary of his connection with the industry was celebrated last year. Mr. Stange at the time of his death, and for the past decade, has been a member of the Food Standards Committee of the State of Illinois. He was also a member of the Chicago Athletic Club, Evanston Golf Club and Garfield Lodge, Masonic order. Mr. Stange was a charter member of the Flavoring Extract Manufacturers' Association and was very active in its affairs. He is survived by his widow.

The New York office of Merckens Chocolate Company, Inc., Buffalo, New York, will move from its present location, 25 West Broadway, to 250 East 43rd Street, May 1. Robert E. Chumasero, Jr. is manager of the New York office.

HINTON PUBLISHES BOOK ON PECTINS

Fruit Pectins, their chemical behavior and jellying properties, is a 96-page book based on the work carried out by members of the staff of the British Association of Research for Cocoa, Chocolate, Sugar, Confectionery and Jam Trades. The author is C. L. Hinton, F.I.C. The book contains 12 chapters on pectin, including constitution of pectin; characterization of pectins; measurements of the jelly-forming capacity; a preparation of specimen pectins from fruits; an examination and comparison of the chemical properties of the specimen pectins; the effects of heating on the properties of pectins; changes in pectins due to the action of pectase; the effects of alkalis, acids and salts on pectins; factors modifying the jelly-forming properties of pectins during their extraction from fruits; summary. Included in the book are charts and references. It is of real value to those who are working on the many problems associated with pectin.

NEW RECORDING CONTROLS

Introducing a completely redesigned line of new airoperated recording and indicating controllers for temperature, pressure, rate of flow, and liquid level, the Taylor Instrument company claims to have combined in one instrument the proportional response and automatic reset forms of control plus a third process-control effect called "Pre-Act," which is a supplementary control feature making control-valve corrections according to the rate of control-point deviation. The automatic reset feature which compensates for changes in load, is located in the instrument case and is adjustable over a wider range than previously. Maximum ease in making adjustment in sensitivity, automatic reset rate, and Pre-Act time is provided by magnified dials, calibrated in absolute units. Descriptive bulletins may be had upon request.

FLUORESCENT LIGHTING FOR FACTORY ILLUMINATION

It is variously estimated that nearly one-half of the total number of adults in this country have defective eyesight. Science has also learned much in recent years of the relationship between inadequate illumination and human fatigue and has developed lighting to help overcome some of the many human ailments traceable to



Types of Fluorescent Lighting Fixtures Designed Especially for Office and Industrial Installation. In Candy Plants and Chocolate works, Fluorescent Lighting Has Particular Virtues Because of Its Aid in Color Work and Because It is "Cold."

impaired vision. Perhaps the newest development in this direction is "fluorescent lighting," now available for office and industrial installation, according to L. L. Stewart of the Van Dyke Industries, Chicago, Ill.

Fluorescent lighting is achieved by an evacuated glass tube with a drop of mercury together with a slight amount of argon gas sealed within. The inside of the tube is coated with a fluorescent mineral salt or chemical and is provided with positive and negative electrodes at either end. When electric current is turned on, the mercury vaporizes, throwing off rays of ultra-violet which in turn excite the inner coating of the tube. This coating, in turn, transforms the invisible ultra-violet rays into visible daylight, and this light is easy on the human eye. In color, temperature and softness it approximates the light coming from a light overcast sky, which is accepted as standard for all severe visual work. The light is

especially useful where proper illumination has a critical effect on production work.

Fluorescent light is available for office, store and factory uses. It is said to be unequalled for color discrimination. It produces so-called "cold light." The tubes ordinarily have a guaranteed life of 2,000 hours, which means about two years under normal usage. This new type of lighting is soft on the eye and efficiently adequate for any visual tasks.

William Bodebender, for 31 years representing Fritzsche Bros., Inc., New York City, died March 20 at his home in New Orleans, Louisiana. He had retired from active business several years ago. Two daughters survive him.

A sales campaign has been launched by the newly formed concern, Baker Gravure Company, New York City, introducing its colorful rotogravure process for cellophane, foil and glassine wraps. Sales letters, ads and folders which revolve about the slogan "Give your product a voice", are used to show the benefits of colorful rotogravure to the industry. The firm is headed by Herman Baker.

At the organization meeting of directors of the National Sugar Refining Company, New York City, Ellsworth Bunker was chosen president, Earl B. Wilson, vice president, A. J. Hoehn, treasurer, and Charles D. Bruyn was elected chairman of the board. Mr. Bruyn was formerly president of the corporation.

AUGUST MERCKENS MARRIES

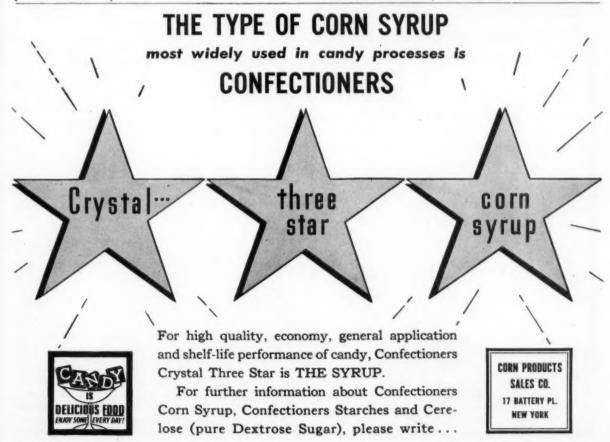
August Merckens, president of Merckens Chocolate Company, Inc., Buffalo, New York, was married, February 21, to Mrs. Alice Bell of Buffalo. They sojourned in Florida for their honeymoon.

The George S, May Business Foundation, which has been granted a non-profit Illinois charter and will open offices in Chicago and New York, is sponsored by George S. May in order to obtain a study of the increasing problems which confront business management in its effort to earn profits under modern conditions. The Foundation will be supported entirely by contributions from members of its Board of Trustees and its findings will be made available to business groups and educational institutions without charge.

CLEANSER FOR KETTLES

A safe, positive-acting sterilizing agent scientifically compounded for the specific purpose of cleansing and sterilizing metals including metal cooking equipment has been developed by Berman Chemical Company. It contains the necessary ingredients for destroying the causes of bacterial growth. It will not scratch, pit or affect valves, being non-injurious to skin, fabrics, brushes, rubber, drains or traps. It can also be used for cleaning marble and glass slabs and sticky floors, according to the manufacturers.

After May 20, the executive offices and service laboratories of Givaudau-Delawanna, Inc. will be located at 330 West 42nd Street, New York City, according to an announcement made by D. R. Watson.





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CONFECTIONERS' BRIEFS

CHAS. N. MILLER DIES

Charles N. Miller, founder of the Charles N. Miller Company, Somerville, Mass., died March 26. The company was founded in 1884. In August 1932, the company acquired certain assets of the Samoset Chocolate Company and the physical assets of the Nobility Chocolate Company. Two sons, Alton L., treasurer of the Charles N. Miller Co., and Carl W., professor of Physics at Brown University, survive him and a daughter, Esther P. Miller.



Alton L. Miller

There are four grandchildren. Mr. Miller was for many years connected with the Winter Hill Baptist Church of Somerville, a member of the Boston Baptist Social Union, a director of the Bethel City Mission Cociety, the Merrimac Mission, the Evangelistic Association of New England, the New England Baptist Hospital and the Baptist Home.

SALT LAKE CANDY MANUFACTURER DIES

James G. McDonald, 74, founder of J. G. McDonald Chocolate Co., Salt Lake City, Utah, died March 27. In 1883, Mr. McDonald took over the confectionery end of his father's business, who was an early merchant operating a wholesale and retail grocery and established the J. G. McDonald Candy Co., which he carried on until 1900. The concern became a corporation in 1912 and the corporate name was changed to J. G. McDonald Chocolate Co. when the firm engaged in the manufacture of chocolate and cocoa.

As head of the firm which won many top awards at International Expositions, he is said to have first introduced the candy bar to the public. However, it was in the field of fancy package goods that his company won its greatest recognition. At the Alaska-Yukon-Pacific Exposition, 1909, the company won its first gold medals. Later his company was awarded the five world grand prizes and gold medals for outstanding quality in his products from Paris, France; London, England; Liege, Belgium; Florence, Italy; and Nice, France. In addition to this, Mr. McDonald had the distinction of being made a member of the Jury of Honors, which is the highest possible honor to be bestowed upon any individual in the confectionery business. He was also given diplomas from France, London, England, Belgium, Italy and Alaska in connection with the awards. He was actively engaged in the confectionery business to the very last.

Mr. McDonald had been a senior director of the Utah State National Bank and at the time of his death he was director of Heber J. Grant and Company. He also served as vice-president and president of the Utah State Fair Association. At one time he was vice president of the Chamber of Commerce and president of the Traffic Service Bureau of Utah. He was one of the organizers of Utah Association of Credit Men and Utah Manufacturers

1940 CANDY BUYERS' DIRECTORY

Now Get Your Copy

Contains Complete Listings, By Types of Confectionery, of Every Wholesale Manufacturer of Candy in The United States

LISTS FOLLOWING MANUFACTURERS

BAR GOODS
BON BONS
BUTTER SCOTCH
CARAMES GUM
CHOCOLATES IN BULK
CHOCOLATES IN BULK
CHOCOLATE COVERED NUTS
CHOCOLATE MOLDED GOODS
CHOCOLATES IN PAILS
COCONUT GOODS
CORDIALS
COUGH DROPS
CREAM GOODS
FUDGE WORK
GLACED FRUITS
GUMS AND JELLIES
HAND ROLLS
HAND ROLLS
KISSES
LICORICE
LOZENGES
MARSHMALLOWS
MINTS
NOUGATS
NUTMEATS
PACKAGED GOODS
PAN WORK
PENNY GOODS
SPECIALTIES
SEASONAL SPECIALTIES
SEASONAL SPECIALTIES
SUCKERS
SUC

VENDING MACHINE CANDIES

AS THE only authentic and accurate Directory of the Manufacturers of America's Confections, this booklet is annually gaining a wider reputation both within and outside of the Industry. Every supplier of raw materials, machinery or equipment usable in confectionery production and sales should have copies for himself and his sales force.

Listings include all commercial candy manufacturers who sell at wholesale, nationally or sectionally, and are classified according to types of confections produced by the various companies. The classifications have been compiled with the help of the candy companies themselves.

The 1940 Edition of the Directory of Confectionery Manufacturers will be a profitable adjunct to the sales kits of all who wish to bring their goods or services to the attention of the Candy Industry.

Solution Manufacturery M

ORDER YOURS NOW!

LIMITED NUMBER AVAILABLE

THE CONFECTIONERY BUYER

Published by THE MANUFACTURING CONFECTIONER 400 W. MADISON STREET, CHICAGO, ILLINOIS



STANDARDIZE ON SCHIMMEL'S

HARD CANDY FLAVORS

Z FRUIT OILS

All flavors, highly concentrated that taste remarkably natural. Cost less, flavor is better and increases your sales.

Send for samples.

SCHIMMEL & CO., INC.



LAUGH at SUMMER HEAT

Cobee "Summer H-T"

gives COATINGS that look good, keep good and taste good in warmest weather—they stand the high temperature. Dry—high incipient fusion point—sharp in break—mixes well—easy to work. Finished at 5 melting points for varying requirements—the midsummer grade being "H-T.S.S."

There is a Wecoline Coconut Oil, Hard Fat or Shortening to fit every need.



Cobee special Hard Fats answer the confectionery manufacturer's need for materials to help coatings stand up when the thermometer goes up... and to aid high speed production in hot wenther. "ASK WECOLINE"—to Send You Generous Production Samples.

WECOLINE Products Inc. BOONTON.N.J.

Association. At the time of his death he was a director of the Salvation Army advisory board. Early in the Roosevelt administration, Mr. McDonald was government supervisor for confectioners under the NRA in Region 12. Survivors are his wife, his sons, J. Gail, R. Neal and B. Wellington, three daughters, and ten grandchildren, a brother and a sister.

Stephen F. Whitman & Sons, Inc., Philadelphia, has appointed James Lindsey, formerly western sales manager, general sales manager. Mr. Lindsey joined Whitman's in 1926 as sales promotion manager.

James H. Russell, an executive in the sales division of Curtiss Candy Co., Chicago, and father-in-law of President Otto Schnering, died March 31.

William S. Dent, 65, president and general manager of the O. P. Bauer Confectionery Co., Denver, Colorado, recently died of a heart attack. He entered the employ of Baur's 20 years ago as an accountant and in 1937, following the death of Joseph Jacobs, was promoted to the position he held at the time of his death. He is survived by a wife, a daughter and a sister.

S. W. Hallstrom, vice president and sales manager of the Walter H. Johnson Candy Co., Chicago, recently suffered a bone fracture in an automobile accident. Mr. Hallstrom is one of the vice presidents of the National Confectioners Association.

The Aday Company, 120 S. LaSalle St., Chicago, recently incorporated, has changed its name to Orora Company. Incorporators were A. B. Schafner, R. T. Berry and A. G. Duncan.

Jack Rabbit Candy Co., St. Louis, Mo., recently moved its factory and offices to a new location at 1928 Franklin avenue. Condemnation of all buildings on the Mississippi river front to make way for the proposed Jefferson National Expansion Memorial Park compelled Jack Rabbit to make this move. Factory operations are suspended for a few weeks while the machinery and equipment is moved and installed in the new location, which has 33,000 sq. ft. of floor space. Charles M. Vogel, president of the company and production superintendent, is supervising the work of floor planning and installation of machinery.

Ann Stevens Candies, Inc., Chicago, Illinois, has incorporated with 100 shares p. v. common at \$100 a share. Incorporators are L. B. Steven, A. M. Steven, R. Russ.

Edward Hardie, vice president of Hardie Bros. Company, Pittsburgh, died March 24. He is survived by his wife, a daughter, a son, a sister and five brothers. The brothers, William, Walter, Alexander, John and James were associated with him in the Hardie Bros. Company, and will carry on.

Briggs Candies, Inc., Chicago, Illinois, was recently charted with a capital of 100 shares p. v. preferred at \$50 per share and 500 shares p. v. common at \$10 a share. The candy factory covers 4000 feet. George A.

Briggs is president, Irwin Christian, secretary and treasurer, and Edward M. Kaluza, general manager. They are manufacturing 1c and 5c bars and package goods and will sell to chain stores, large retail outlets and jobbers.

E. Wendell Brooks is supervisor of the retail candy stores and restaurants operated by DeMet's, Inc., Chicago. Mr. Brooks was formerly associated with Louis Sherry, Inc., New York City.

Mr. McIsaacs, formerly superintendent of Walter Johnson Candy Co., Chicago, is now superintendent of Candy Corporation of America, Brooklyn, New York.

F. G. Candy Mfg. Co., New York City, just opened its candy plant and the firm operates four outlets which are run under the name of Fred Gregor chocolates. Fred Gregor is the head of the firm.

The George Haas Company, San Francisco, closed its six retail stores. This firm was established in 1856. The plan is to close the retail stores but to continue the factory and distribution through drug stores, cigar stands, etc., throughout California.

Wisconsin Daisy Creme Co., Milwaukee, Wis., has incorporated with a capital of \$2,000 to manufacture candy. Luella E. Senn, Jurg Senn and I. T. Steffke are the incorporators.

Pat Holst, New London, Wisconsin, and Gary Tuttle, Neenah, Wisconsin, took over the Bowlby Candy Co., which will be known as the Holst-Tuttle Candy Co. and will specialize in the making of candy novelties and made-to-order specialties in chocolates and assorted candies. Mr. Holst has been a candymaker for 31 years and has patented many of his formulas and novelties.

Rockwood & Company, Brooklyn, have announced the appointment of Mrs. Alice B. Day as director of consumer relations.

Hollywood Candy Company, Centralia, Illinois, announced that life insurance policies ranging from \$500 to \$2,000 have been allotted to each of its 280 employees. The group policy totals \$244,000 and was issued by the

PERFORMANCE!

In Belting, it's performance that counts. BURRELL builds PERFORMANCE into its

9 BURRELL Stars:

- * CRACK-LESS Glazed Enrober Belting
- * THIN-TEX CRACK-LESS Belting
- * White Glazed Enrober Belting
- * Batch Roller Belts (Patented)
- * Carrier or Drag Belts
- * Feed Table Belts (Endless)
- * Cherry Dropper Belts
- * Cold Table Belts (Endless)
- * Innerwoven Conveyor Belting

Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

"BUY PERFORMANCE"

RIIRRELL BELTING COMPANY

413 S. Hermitage Ave., Chicago, Ill. 55 West 42nd St., New York, N. Y.

Prudential Insurance Company of America on the contributory basis. The workers will pay a part of the premium and the remainder of the expense will be assumed by Hollywood Candy Company. The employees are eligible to the various amounts according to salary received.

L. H. McClintic is the new representative for The Euclid Candy Co., Chicago, in the states of Iowa, Kansas, and Nebraska, according to an announcement made by Leonard Hoffman, sales manager for Euclid.

Judson Horrell has been made advertising manager for Schutter Candy Co., Chicago, according to an announcement made recently by Paul R. Trent, vice president.

The New Greer Cooling Tunnel

Air Conditioned

Cools Candies on a Steel Belt

A self contained air conditioning unit supplies cold air to the New Greer Tunnel, both above and below the steel belt that carries the candies. Bottoms are quickly set. The steel belt is inside the Tunnel at all times.

MORE EFFICIENT — OUTSTANDING PERFORMANCE

Chicago: 43 E. Ohio St. J. W. GREER CO.

London: Bramigk & Co., Ltd.

Too much spoilage in Storage?

S YOUR store-room costing you real money in spoilage? Sugar that cakes . . . finished cholocates that lose their color and gloss . . . packed goods that become sticky or too soft? You can end these costly headaches.

Let us show you how Sturtevant Air Conditioning has helped other confectioners banish store-room spoilage. Our years of experience in solving air conditioning problems for candy manufacturers such as Life Savers, Inc., and Hardy Bros. Candy Co., are at your service.

The Cooling and Air Conditioning Div. B. F. Sturtevant Company HYDE PARK, BOSTON, MASS.

Atlanta Camden Chicago Greensboro Los Angeles New York



Form 6-Style R TWIN PULLER Capacity 15 to 100 lbs.

MAXIMUM

Capacity 200 lb.
Form 6-Style R-Twin Puller

Minimum capacity 15 lbs. on each set of arms. Pulls either hard-boiled or soft-boiled

Can be used for 2 batches at once—either the same or different colors or flavors.

REBUILT MACHINES AVAILABLE

Special low prices for all sizes and styles. Write for in-formation and prices.

DISPLAY PULLEY

5 to 10 lbs. per batch
FORM O — SIYLE A
Excellent for demonstration purposes. It is very
attractive nicely finished,
has an aluminum base and
nickel trimmings. Motor
driven.

Other sizes and styles— capacities from 5 lbs. to 300 lbs. per batch. Write for complete description and prices.

All replacement parts in stock for immediate delivery.



THE ORIGINAL CANDY PULLER HILDRETH PULLING MACHINE CO.

153 Crosby Street

New York, N. Y.

CONVENTION—

(Continued from page 21)

Bassons, Waspeth	606-A
Brazil Nut Adv. Fund	
Burrell Belting Company	504
Chandler Sales & Service Co.	502.A
The Clinton Company	501
The Clinton Company	202
Confectioners Journal	307
Corn Products Refining Co.	410
Decorative Art Glass Co	308
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E. I. duPont de Nemours & Co., Inc.	102
Economy Equipment Company	
Harry L. Friend	
Robert Gair Company	
General Foods Corporation	
J. W. Greer Company	
International Confectioner	303
A. Klein & Co., Inc.	
H. Kohnstamm & Co.	
J. M. Lehmann Co., Inc.	
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C. K. Marcell Company	
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National Adhesives Division	310 215 313 211 101
National Adhesives Division	310 215 313 211 101 610
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413
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National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212 408 506-A 312
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212 408 506-A 312 411
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212 408 506-A 312 411 207
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212 408 506-A 312 411 207 507
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212 408 506-A 312 411 207 507
National Adhesives Division National Equipment Company	310 215 313 211 101 610 214 414 413 417 103 604-A 605 201 306 213 309-A 604-B 212 408 506-A 312 411 207 507

Manufacturers reported sales of stuffed toys for Easter at a higher level than in the same 1939 period, with individual producers' sales ranging up to 15% over the 1939 Easter season.

D

E

Here's the answer to a difficult production problem



THE PROBLEM: To increase output and obtain greater fineness while decreasing the cost of labor, time and space.

THE ANSWER: By installing the LEHMANN 912 Refiner (Illustrated).

Because this refiner produces an output and fineness never before attained in a single run . . . because it is designed and built to do the work of several refiners and do it better . . . because it operates with minimum power . . . and because the LEHMANN standard of workmanship guarantees a lifetime of service.

J. M. LEHMANN COMPANY, Inc. 250 West Broadway, New York, N. Y. Factory: Lyndhurst, N. J.



The Standard for Quality in Machinery since 1834.

We Would Be Pleased to Give You a Demonstration

FEBRUARY SALES UP 12.3%

Confectionery and competitive chocolate manufacturer sales increased 12.3% during February 1940 as compared with February 1939. The total net sales of reporting firms during February 1940 amounted to \$21,-344,000 as compared with \$19,001,000 in February 1939, according to the U.S. Department of Commerce report. Sales of other manufacturers increased 14% over February 1939. Chocolate manufacturers increased 12% while manufacturer-retailers showed a 4.3% decrease. Sales for the first two months of 1940 increased 12.1% over the 1939 period. The total dollar volume amounted to \$41,-791,000 as compared with \$37,267,000 in 1939. The manufacturers of chocolate products showed an increase of 13.1%. Sales by "other manufacturers" were up 13%, while manufacturer-retailers reported a decline of 2%.

F. J. Stokes Machine Co., Philadelphia, has just published a new bulletin describing laboratory type water stills in sizes from one-half gallon to six gallons per hour, suitable for scientific professional and industrial pur-Two new electrically-heated models, 11/2 gals. and 3 gals., are described, and these stills are equipped with improved type coil strip heating elements, the flat strip being so shaped that normal expansion and contraction of the element tends to break off scale that may accumulate and the construction makes these heating units partially self-cleaning. This is particularly advantageous in hard water districts. Another feature is a patented automatic, dual-purpose cut-off switch to protect the heating unit from burning out in case the water supply should fail or should an excess amount of scale accumulate and cause the element to overheat internally.

Add These to Your Library on Candy Information

REPRINTS are available of the article appearing in THE MANUFACTURING CONFECTIONER. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate

Copies of the following are now available:

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT FOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—20c each.

"THE PURPOSE OF CONCHING CHOCOLATE," by Robert Whymper and Charles Shillaber.—20c.

"THE MANUFACTURE OF MARSHMALLOWS," by George J. Shaler.—25c.

"STARCH, GUMS & JELLIES," by Stroud Jordan and K. E. Langwill.—10c.

"FAT OR LEAN COATINGS?" by Robert Whymper -10c.

"CANDY MAKER'S PLACE IN MANUFACTURING FOR RETAIL," by George A. Eddington.—10c.
"QUALITY CARAMELS ON A VOLUME PRODUCTION BASIS," by Talbot Clendening.—10c each.

Send for your copies now!

The Manufacturing Confectioner

400 W. Madison Street

Chicago, Ill.





Special holiday wrapping presents no problem to the owner of a Model FA. No matter how many different sizes of packages are to be wrapped, the FA handles them quickly and efficiently. For example, all the Whitman Holiday Boxes shown here are wrapped on one FA machine.

Extremely versatile, the FA handles extension-edge boxes, turned-up-side trays, and open boats, as well as ordinary cartons. Quickly adjustable for a very wide range of sizes. The change from one package size to another takes *only ten minutes*—one-third of former time required.

The FA may be equipped to handle any type of wrapping material. Although the Whitman machine uses printed wrappers in sheet form, the FA can just as easily be equipped with a roll feed and, if desired, can be provided with an electric eye for accurate registration of printed material fed from a roll.

Consult our nearest office.

Write for folder on the FA

PACKAGE MACHINERY COMPANY • Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO

Mexico, D F., Apartado 2303 Peterborough, England: Baker Perkins, Ltd. Buenos Aires, Argentina: David H. Orton, Maipu 231
Melbourne, Australia: Baker Perkins Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

CANDY PACKAGING

DEVOTED

TO BETTER

PACKAGING

AND

MERCHANDISING

METHODS

CREATING SHAPE and DESIGN OF THE CANDY PACKAGE

By CHARLES C. S. DEAN

Designer, New York, N. Y.

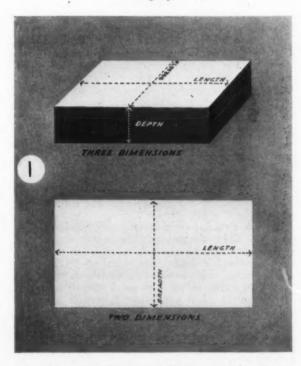
In the CREATION of the shape and design of the candy package, it is necessary to keep in mind that in this, as in all truly creative work, there is not only one, but there are many sound ways to approach a problem. If a number of great artists were asked to paint the same model or the same object at a given time, the results would not be identical. In the same way, the approaches to the creative problem at hand, are offered here merely as one individual's approach, not the only right approach.

The first consideration in planning the design of a candy package is to conceive its form from a three-dimensional viewpoint. By this we mean that we must consider that we are dealing with length, breadth and depth. It would be a basic mistake to begin from a two-dimensional standpoint, since in actual use a package is but rarely seen from this view alone. Just as the sculptor works so that his carving is interesting from any possible angle, so the package designer must always be conscious of all sides of his package form.

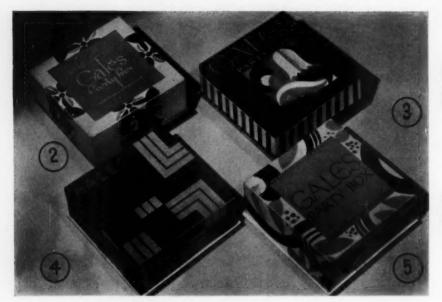
By starting with three dimensions the design should be properly worked out so that there is a relationship between the top and all of the sides. Once this relationship has been established, a rhythmic movement can be worked out so that the entire package design is governed by one basic and simple principle. This may sound a bit technical to the layman, but it is the basis of the visual satisfaction that everyone derives from seeing a complete and sound design. The principle of sym metry is so strong that it is universally admired. For example, the Parthenon of ancient Greece has an appeal that our modern world has been unable to equal.

One of the simplest designs is based on a principle of symmetry. Note boxes No. 2 and No. 3 in the accom-

This is the second of a series of three articles on Candy Packaging which Mr. Dean is writing exclusively for THE MANUFACTURING CONFECTIONER. The first article, last month, dealt with the considerations necessary to planning the candy package. Next month's article will treat of the relationship of design to merchandising and display



"It would be a basic mistake to begin planning the design from a two-dimensional standpoint since in actual use a package is rarely seen from this viewpoint clone."



Boxes 2 and 3 in the Illustration at the Left Show Simple Designs, Based on the Principle of Symmetry. Which Lend themselves to Elaboration and Enlargement in Many Different Ways.

Boxes 4 and 5 Illustrate Continuous Rhythmic Movement in Design Flowing All Around the Boxes and Surfaces. A Variation of This May Include Only One or Two of the Available Surfaces

panying illustration. If this principle is followed, the package lends itself to many attractive decorative treatments and can be elaborated and enlarged on in many ways.

A principle may be carried out by a continuous rhythmic movement in the design which flows around the box including all surfaces. Boxes No. 4 and No. 5 demonstrate this rhythmic movement in design. A variation of this may include only one of two of the surfaces. In this way it is possible to add more interest, variety and vitality which in turn tends to make the package more distinctive. It may also impart a certain vibrant quality which catches the attention of the onlooker—an important step in building sales. Like all natural forms, there is always a major principle that organizes the whole design into a complete unit; such as the trunk of a tree, the backbone of an animal. This is also expressed in the music of Beethoven, Wagner and Bachas well as in the paintings of the old masters.

Testing the Wrapper Design

A good practical test for the strength or weakness of a package design is to take off the package label and spread it out on a single flat surface. If the design holds together, constituting a complete design organization with all elements integral parts of the whole, the design shows force and unity. If it fails to do so when this test is applied then it is a weak sister and should be left by the wayside.

There is an infinite variety of good design ideas that can be applied to the package. The designer may choose an all-over pattern on all of the sides—or he may limit it to only two or four of the surfaces. He may use different media such as wood or metal-textured or embossed papers, or he may use an effective combination of these media. Different textures placed in juxtaposition can give an attractive effect and add interest to the package. For example, decorated metal and wood papers, when combined with cellophane windows lend an unusual touch and show the contents of the package to advantage.

In developing the design of the package it is important to keep in mind that the most desirable way to use the box from the manufacturers' point of view is to have it open. This is often overlooked with the result that the package is somewhat like the girl in the toothpaste ads—"Beautiful until she smiles". In the properly designed package, the remaining part of the package is so organized that even when the lid is removed the character of the design is strong enough to retain the identity of the manufacturer in the user's mind. Thus, the package better serves one of the purposes for which it was created, that is, to help build future sales for that product.

Design Should Be Adapted to Machines

From the practical standpoint of modern mechanical box manufacturing, the designer should take into consideration the procedure used in covering box shells by machine. Narrow borders on the top and sides of candy packages not only tend to dwarf the size of the packages but necessitate the machine registering the borders exactly on all of the corners. Since the time element in covering box shells is very important, the design should be worked out with this in mind in the interests of economy and efficiency.

Color, too, plays its part in the creation of the package design. Like art itself, color offers a tool of infinite variation and unlimited possibilities for effective combinations. But the use of color must be planned and applied so that it will fittingly interpret the significance of the design idea and contribute its share to the ultimate solution of the problem.

The Proper Color for Candy Packages

Primarily, color on a candy package should be clean, pure, fresh. It should be interesting and strong so that it will add to visibility and effectiveness on display. Above all, it should be appetizing to the buyer. It is well to consult with the printer and the ink mixer as to the permanence and quality of the contemplated combinations, for many a good design on the drawing board may be ruined because of failure to consider production limitations. It should also be kept in mind that in show

windows and display cases candy packages are often exposed to strong sun or artificial light and if fading results, the appearance of the package is substantially changed.

In the use of color, just as in many other things, toe much of a good thing may vitiate the possible benefits to be derived. Too many colors often tend to weaken the overall effect of the design and the package. Simple color schemes are more eloquent—and incidentally, this is not a minor consideration in most cases, also, lower costs of plates and printing.

This brings up the matter of simplicity. Simple designs carried out in simple colors are basic in sound candy packages. Sound simplicity has a strong and fundamental appeal that no weak, overdone and confused pattern can equal. The modern designer thinks in terms of streamlined, clean, windswept lines, vibrant and alive, yet devoid of unnecessary frills and feathers.

It should also be remembered that designing cannot rest on theory alone. All the theories in the world would be of little value unless they can be applied by individuals who have an almost instinctive feeling for composition, form and color. Given the basic understanding, with a little training and practice, it is possible to develop this greatly. While all of us cannot be truly creative, it is possible to develop the mind so as to have a better and finer appreciation of design problems that face industry today.

Art alone—abstract art—will not solve the problem. The practical approach without the aid of art will leave the prospective buyer cold and unmoved. But when art is applied to the practical problem through effective design, then the designer has served his function by helping the manufacturer translate the desire to buy into action.

Revolving Table Deal Interests Brach Dealers

More than 60% of dealers contacted accepted the deal offered by the Brach Candy Company as its first promotion for 1940. The deal consisted of a revolving display table which the dealers were offered for \$7.75 with every four-case order of selected candies in the Brach line. The special price on the display was available only with this combination offer and it was the first time this type of table was offered for any merchandising purpose.

The table itself has many uses for dealers. It enables them to show a succession of attractive window and counter displays.

The deal was made through an original offer to 5,000 independent variety stores all over the country. It is still pulling after three months. A 3-foot revolving cardboard display tower was included in each shipment. This tower, printed in bright colors, featured Brach's Candy Chef and Candy Hostess, and from time to time, the company will furnish dealers with other similar advertising displays for their candies.

Motion is one of the most important requisites for a successful window display, according to display experts. Thus, by giving the dealer an opportunity to obtain a moving display for his window, the company, by tying it up so definitely to Brach goods, has reasonable assurance that for a while, at least, its candies will be featured in the window and counter display designed to attract the most attention from passing customers.

PACKAGING OF CHOCOLATE-COVERED CHERRIES

At a meeting of a group of confectionery manufacturers in Chicago on October 24, 1939 a committee was appointed to study the reconstruction of boxes for chocolate covered cherries in an effort to develop boxes which would answer the full requirements of proper shipping protection and economic manufacturing practice, and at the same time comply with Section 403 (d) of the Federal Food, Drug and Cosmetic Act.

Sec. 403 (d) declares that a food shall be deemed to be misbranded "if its container is so made, formed, or filled as to be misleading."

At an informal discussion in Washington on December 18, 1939 with W. G. Campbell, Chief, Food and Drug Administration, and Dr. L. D. Elliott, in charge of Interstate Supervision, it was insisted that both the side and end wall cushions now in use be eliminated, and the suggestion was offered that, as a substitute, the box and partitions be made sufficiently strong to avoid candy breakage.

Following this conference, the Committee began a series of tests for the purpose of determining the shipping protection afforded by the boxes suggested by the Administration. Tumbling tests were conducted by the Quinn Packaging Laboratories in Chicago on packaged chocolate covered cherries at 50° F. and 85° F.

These tests, which were conducted on a practical scale, proved that smaller boxes, having neither end nor side-cushions, are satisfactory for cherry packaging, provided both boxes and egg-crate type partions are strengthened, without increasing either package or packing costs.

Cherry boxes conforming to the above specifications were submitted by the Chairman of the N.C.A. Candy Standards Committee to C. E. Tucker, Chief, Bureau of Weights and Measures, Sacramento, California. Under date of March 16, 1940, Mr. Tucker stated, "It is my opinion the above containers will meet the requirements of the California law."

PREMIUM SHOW SPACE SOLD OUT

The Tenth National Premium Exposition will be held at the Palmer House, Chicago April 29 to May 3, and according to reports from Exposition Manager, A. B. Coffman, space is already sold out. Features on the program include a Round Table Conference with each speaker a specialist in his particular branch of premium usage. Charles H. Lehr, formerly premium manager of Crackerjack Comany, now on a free lance basis, will discuss the subject "Salesmen Always Want Something New To Talk About." A member of Belnap and Thompson, Inc., will tells how to get bigger sales volume at modest outlay through merchandise prizes in salesmen's contents, and Association Counsel Charles Wesley Dunn will review the legal and court victories of the past year and spotlight any new perils arising. The dinner and entertainment has been scheduled for Wednesday night, May 1.

The Program Committee for the 57th Annual Convention of the National Confectioners Association consists of the following: Chairman, Gordon Lamont, Lamont Corliss & Co., New York City; Wallace T. Jones, Rockwood & Co., Brooklyn and Daniel D. Sanford, National Licorice Co., Brooklyn.

WHEN ARE PACKAGES DECEPTIVE?

By DR. W. R. M. WHARTON*

Chief, Eastern District Food and Drug Administration

HERE are several reasons for the occurence of deceptive packages. Among these are:

The desire to achieve artistic designs or individuality of packages. 2. Commercial diffculties in the

manufacturer of containers.

3. Filling and packing difficulties.
4. Designing packages to give them certain required characteristics.

5. Packaging economy factors, such as use of same size container to pack same weights of various commodities of different densities.

6. The changing with fluctuations in cost of raw materials of put-in weights without changing the size of the package, or retail price.

7. Force of competition.8. Deliberate intention to mislead and defraud.

Illustrating the effect of artistic designs on size appearance, permit me to refer to a confectionery package, which is built with compartments not intended to be filled, or which has extended sides in the form of hollow triangles around the bottom of the package. These have the effect of making the package look attractive,

but they also have the effect of making the package appear larger.

Another packaging difficulty concerns materials which settle after packing. The Administration feels that good trade practice demands reasonable attention to the settling of the product by the manufacturer to its normal state before shipment in interstate commerce, thus to prevent the appearance of slack filling. However, the Administration will take into account normal settling in determining whether action will be taken, provided the manufacturer has used due care in tamping or settling the product before shipment.

Some of the characteristics of false packing are very obviously deceptive; some of them become deceptive from a comparative standpoint; in some cases the shape of the package effects deception; others become deceptive when the manufacturer who has used a distinctive design changes the style and shape of that package; others become deceptive because of accidental faults in

**Condensed abstract of an address delivered before the Tenth Packaging Conference, Hotel Astor, New York City, March 27, 1940.

manufacturing process; and still others are recognized as deceptive because they depart from general trade practice.

In the category of obviously deceptive packages are those which are so packed as to pyramid the contents downward, each successive layer containing fewer pieces, until finally, at the bottom of the package the entire contents rests on a few pieces.

In the field of comparative deception, consider the effect of enlarging the face of packages, and also to reduce weight at the same time; for example, bars of chocolates of various kinds are apparently spreading longer and wider and, at the same time, thinner and thinner. One wonders how far the enlargement of the face of an article can proceed, at the expense of both its thickness and its original weight, before public indignation is aroused.

The shape of an article itself may throw the package into the deceptive class. I have in mind the molding of products in half shapes, as, for example, candy items, one of which I have recently seen was molded in a shape to represent spools of cotton, but made in half shapes. These when placed in a nest of shredded cellophane, give the distinct appearance of being full shapes, or twice their actual size.

Long-established trade practice has had its effect in fixing definite conceptions in the minds of consumers. With respect to many commodities, the public has become habituated to the purchase of articles in conventional amounts. In the case of coffee, the purchaser buys almost uniformly in units of pounds. The same is true of sugar, butter and many other items. When a manufacturer departs from the trade practice of packing a commodity in sizes consistent with the practice of the trade, and delivers in such a package a lesser quantity, the package is likely to be deceptive because of slack-fill, the shape of the package, the area of its face, or for other reasons. This follows, because the purchaser, having been accustomed to buy at conventional weights, will naturally assume conventional weights are being re-

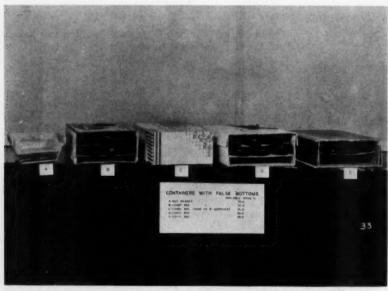
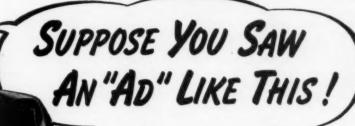


Illustration of Several Boxes in the Exhibit Which Dr. Wharton Used to Demonstrate Some of the Examples of Deceptive Packaging. These Candy Boxes With False Bottoms
Used From 45% to 75% of Available Space



JOB WANTED:

By candy salesman
with enviable record
...Recommendations
from the best concerns show ability
to increase sales
anywhere in U.S.A.

I'd hire the man!

I mean "Cellophane"
—it did
wonders for our
Easter specials

"He" works for us now —but only part time

That's right sales went up

Let's try "Cellophane" on the new summer line



WE WILL gladly help you work out the most economical use of "Cellophane" cellulose film for your line. There is no obligation. Simply write to: "Cellophane" Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

DU PONT ON THE AIR—Listen to "The Cavelcade of America" Tuesdays, 9 p. m. E. S. T., over N B C.



ceived, unless the package itself, by reason of its appearance, indicates that a lesser amount is contained.

Packers of foods, drugs, and cosmetics carefully should study their packages from the standpoint of possible deception. I suggest that you apply a little fundamental arithmetic and good common sense to the problem. Be sure that packages are filled as full as commercially possible. Make a specific study of each package including calculations of cubic capacity, fill and all the elements that might make your packages misleading. If you find that your packages are not slack-filled, are not deceptively packed, the packages themselves are not deceptive, then you have nothing to fear from the enforcement of the misleading provision of the Food, Drug and Cos-

metic Act. On the other hand, if you have any doubt, resolve this doubt in favor of the consumer, and make the necessary changes to correct the condition. Remember, the consumers are guided by rule of first impression in making purchases, and expect to be dealt with fairly; declaration of quantity, no matter how conspicuous, will not correct a deceptive package.

PACKAGE GOODS SALES UP

Sales of fancy package goods by candy manufacturers increased 3% in volume and 1% in value from 1938 to 1939 according to the preliminary figures from manufacturer-wholesalers reporting to the U. S. Department of Commerce. Fancy package goods include all boxed confectionery packed to sell at retail in the original container for \$1 or more per pound. Total poundage sales amounted to 11,956,000 pounds in 1939 compared with 11,652,000 in 1938. The dollar volume totaled \$8,243-000 in 1939 and \$8,166,000 in 1938, giving a preliminary average value per pound to wholesalers for the two years of \$0.689 and \$0.701 respectively, or a small decrease of 1.2 cents in 1939. The complete report will be available in June.

BROCHURE ON PACKAGING MACHINERY

A new brochure entitled "Facts and Figures on Packaging The Triangle Way" gives records of the savings and production increases made by Triangle Packaging Machinery Company's equipment in a wide variety of industries, among them the confectionery industry. It lists the Safeway Stores, Inc., Seattle, Washington, as a firm which handles its candies on its packaging machines. Kroger Grocery and Baking Co. also handles their marshmallows with Triangle machinery.

PROMOTION FOR FATHER'S DAY

The National Council for the Promotion of Father's Day, Inc. obtained the services of the famous artist, McClelland Barclay, for its four-color poster dedicated to "Father." It is supplied to manufacturers and retailers at \$1.00 a set. Each set consists of a large poster, 15 in. x 20 in; in two display cards, 10 in. x 20 in. and a streamer 8 in. x 13 in., all in four colors which can be secured through the Council, 625 Madison Avenue, New York City. Bonnie Baker, well-known radio vocalist with

Orrin Tucker's orchestra, will popularize "What's The Matter With Father, He's all Right" in time for Father's Day, June 16, and she will dedicate the poster when she begins her engagement at the Waldorf-Astoria this month.

Filmad Promotion Plan Described

The new two-in-one advertising medium—minute movies,—sponsored by Filmad Service, Philadelphia, has increased sales for the Charms Company. Filmad Service scripts, casts, directs, produces and edits minute-movie advertising for candy manufacturers, which includes providing posters picturing the candy and announcing the free-give-away; scheduling the theatres for the campaign and delivering the films, candy and posters to the candy manufacturers. The film is screened at every show and the poster displayed outside for a full-week preceding the performance at which the manufacturer's candy is to be distributed. Such firms as Sweets Company of America and Gum, Incorporated, have also started advertising campaigns with "minute-movies."

Another peppermint-scented advertisement for candy recently appeared in one of the country's leading newspapers, The St. Louis Globe Democrat. Readers will recall that an earlier scented candy advertisement in the Atchison (Kansas) Globe was described in THE MANUFACTURING CONFECTIONER recently.

A new record for awards was set by Vuepak, a rigid transparent plastic produced by Monsanto Chemical Company, Plastics Division when it won all three major awards in the 1939 All-America Package Competition, according to an announcement made by James R. Turnbull, manager of advertising and sales development of the Plastics Division.





Official Bulletin of the International Office for Cocoa and Chocolate 69 rue Ducale Brussels, Belgium Annual Subscription 30 belgas



It's the outside of your package that should help to attract attention and create initial sales — but it's what the customer finds inside the package that determines whether he will buy it again. Volume sales are repeat sales, and they can't be built with a package that permits leakage, breakage, rancidity, mold, sogginess or any other defect that might mar the original quality of the product within. So design the inside of your package first, for its inner protection can have just as much effect on sales volume as can its outer appearance.

Although many Riegel Papers are used for dressing up a package, the majority of our 130 standard lines have been developed for product protection. Among their almost endless variety you should find one that will exactly fit your individual requirements. Write us today.

Riegel Papers

RIEGEL PAPER CORPORATION • 342 MADISON AVE • NEW YORK

BUYERS' "CANDY ANDY"

CANDY PACKAGING

Machinery, Materials, Supplies

Check the items for which you are, or will soon be, in the market, and we will see that you are supplied with complete information about them, or that a salesman contacts you.

"CANDY PACKAGING"

published by

THE MANUFACTURING CONFECTIONER

400 W. Madison Street, Chicago 71 W. 23rd Street, New York

MACHINERY	Cartons, Shipping
Bag Making and Filling Cartoning	Egg (Specify Size and Type)
Printer, Carton	
Sealing	Jars, Glass
Sheet Cutters	Lithography
Stitcher, Carton	Papers, Wraps, Etc.
Staplers	Avenized
Tying	Coated
Wrapping	Dpping
Bar	Foil
Вох	Glassine
Individual	Novelty
Open Boats (Group)	Parchment
Pop	Pliofilm
MATERIALS & SUPPLIES	Shredded
Bags	Tissue
Cellophane	Transparent Cellulose
Glassine	Waxed
Pliofilm	Re-Use Containers
Wax Paper	(Specify Type)
Other	Sales Aids
	Display Containers
Baskets	Display Materials
(Specify Type)	Display Racks
6000y000000000000000000000000000000000	Novelties and Toys
***************************************	Premiums
Boxes	Sales Boards
Folding	Salesmen's Cases
Heart	Show Cases
Metal Novelty	Sticks', Sucker
Set-Up	
	Trimmings
Box Findings	Cellulose Tape
Cups	Cord
Dividers	Labels
Doilies	Ribbon
Lace	Seals
Liners	Miscellaneous Items
Padding	***************************************
Cans	

State.

Note: This request must beer the name of the firm and must be signed by the authorized purchasing agent or an officer of the firm. If an individual firm, by the owner.

10th Packaging Exposition Again Features Candy

C ANDY gets more display attention at the Annual Packaging Exposition held by the American Management Association than any other single item and yet on the speaking or round-table program candy packages are not discussed except perhaps only incidentally. And so it was again this year at the 10th Packaging Exposition held at the Astor hotel, New York, from March 26 to March 29.

As usual, the program was divided into three units, the first devoted to Unit Packaging, the second to Packaging Machinery and Promotion, and the third to Packing and Shipping. Leading off the Unit Packaging section on the morning of March 26, was Howard Ketcham, well-known color expert who last year addressed the N. C. A. convention. Essential research prior to the creation of a package is all to infrequently given proper thought by manufacturers, said Mr. Ketcham. He outlined the research necessary to determine such questions as appropriate color, shape, material and size, in redesigning old packages and creating new ones. His topic was "This Little Package Went to Market."

was "This Little Package Went to Market."

In this talk, "The package—A Vehicle for Consumer Messages," C. W. Browne, manager of marketing service for the U.S. Printing and Lithographing Co., Cincinnati, developed the thesis that so far as labels are concerned, questions of legality, production, design and materials often sidetrack marketing considerations. He showed 25 slides with his talk illustrating how the effectiveness of packages can be increased and what the consumer

wants on the package label.

Perhaps one of the most important talks given before the Unit Packaging session was that of Dr. W. R. M. Wharton, chief of the eastern district, U. S. Food-Drug Administration, New York. Dr. Wharton spoke on deceptive packages and illustrated his talk with various exhibits in which were numbered several candy packages. His briefed address is given on another page.

Faber Birren of New York, who spoke on "People, Color and Profit," discussed the intelligent use of color as a direct aid to better sales. He showed examples of good and bad color application. He was followed on the program by F. E. Irsch, Jr., sales promotion manager for the Berst-Forster-Dixfield Co., of New York, who make candy sticks, among other things. His was a presentation of how his concern created its packaging line without outside aid.

In the Machinery section speakers known to this Industry included the following: C. E. Schaeffer of the Stokes and Smith Co., who discussed "dry filling"; G. A. Mohlman, vice president of Package Machinery Co., who spoke on "wrapping"; and C. L. Barr of the F. B. Redington Co., whose topic was "cartoning."

Speakers for the Shipping section included Dr. F. C. Campins of the National Starch Products, Inc.; W. B. Lincoln, Jr., of Inland Container Corp.; and George T. Henderson of the Hinde and Dauch Paper Co.

Among candy industry executives and personnel seen at the meetings and on the Exposition floor were the following:

Mr. Kostin of the Leader Union Candy Co., Brooklyn; Miss E. Shebitz, Loft, Inc., Long Island City, N. Y.; Mr. and Mrs. Arthur Hanson of C. S. Allen Corp., Brooklyn; Harry Berkowitz of Berkowitz Bros., Newark, N. J.; J. H. Bier, National Candy Co., St. Louis; the Misses E. M. Graham and E. D. Johnson and Mrs. M. M. Kedian of New England Confectionery Co., Cambridge, Mass.; S. S. Epstein, Binghampton Candy Co., New

City

York; E. J. Connelly's, Inc., Lynn, Mass; C. G. Williams, Jr. and J. M. Long, Oswego Candy Works, Oswego, N. Y.; E. A. Messenger, Peter Cailler Kohler, New York; Jos. Klink, Jr., Lamont Corliss & Co., New York.

Lamont Corliss & Co., New York.

Jack Goldberg, E. P. Lewis & Sons, Malden, Mass.; G. W. Posthill, Life Saver Corp., Port Chester, N. Y.; M. L. Blumenthal and son, M. L., Jr., Blumenthal Bros., Philadelphia; Gerald Michaels and Joseph Small, Rothmans Chocolate Co., New York; Mrs. Irene Pecheur and W. J. McDonald, Pecheur Lozenge Co., Brooklyn; H. R. Guptill and H. G. Gerrish, Squirrel Brand Co., Cambridge, Mass.; Stephen F. Byrne, R. B. Cameron and W. W. Reid, Charms Co., Bloomfield, N. J.; J. J. Gallagher, John J. Lucas and F. W. Pugh, Hershey Chocolate Corp., Hershey, Pa.; Jack J. Dreyfuss, De Witt P. Henry Co., Philadelphia; T. A. Kohn, York Caramel Co., York, Pa.

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J. A. Reiner, W. R. Zwoyer and R. J. Kantner, Henry Heide, Inc., New York.; O. Swenson and John S. Swersey, Huyler's, New York; William Seldon and J. M. Gleason, W. F. Schrafft & Sons, Charleston, Mass; Lou Scharf and H. A. Levy, Scharf Bros. Co., Pennington, N. J.; Paul T. Moser, Chocolate-Menier, Hoboken, N. J. and J. J. Kooman and C. F. Strodel, Cherry Specialty Co., Chicago.

The Fifth Annual Jubilee Party of the Buckeye Candy Club was held at the Carter Hotel, Cleveland, Ohio, March 28 to 30. In addition to the party, a Candy Show was held, the first Candy Show to be held in Ohio. According to a statement by Charles J. Beck, secretary and treasurer of the Buckeye Candy Club, a very successful show was held. The booths were very attractive, colors blue and dubonnet; the candy displays were unusually attractive, lighting excellent. The dinner-dance and floor show was held on Saturday. The next party will be held in Cincinnati.

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2029 E. Main Street KALAMAZOO, MICHIGAN Territory: Michigan

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Territory: Calif., Ore., Wash., Ariz., W. Nev., N. Idaho & Hawaiian Islands



ALWAYS DEPENDABLE



WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for both large and small manufacturers, are fast, always dewrite for Comment of the state of the

pendable and economical. The SENIOR MODEL wraps 160 pieces per minute; new HIGH pleces per minute; new HIGH SPEED SPECIAL MODEL wrap; 325 to 425 pieces per minute

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

Write For Complete Specifications and Prices

IDEAL WRAPPING MACHINE CO. EST. 1906

MIDDLETOWN, N. Y. - - - U. S. A.



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- LETTERING
- DESIGN

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1143A THE MERCHANDISE MART CHICAGO

PHONE SUPERIOR 5380







SCANDIA UNIVERSAL CELLOPHANE WRAPPING MACHINES SEMI AUTOMATIC

FEATURES

CONSTANT SPEED PAPER FEED
CUT-OFF KNIFE—BALL BEARING MOUNTED
ROTARY MOTION—NO CAMS
ADJUSTABLE FOR VARIOUS SIZES
PACKAGE ALWAYS FULLY VISIBLE

ALSO FULLY AUTOMATIC MACHINES WRITE FOR CIRCULAR

VERNON H. (RAGGS & CO.
UNION TRUST BLDG.,
FAYETTE & CHARLES STS., BALTIMORE, MD.
Write for Circular and Full Information
Cable Address "Craggs"



THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE



MACHINERY FOR SALE

FOR SALE: 1 Kingery, 2 bag peanut roaster — 1 Lambert Split nut Blancher, 500 lbs. capacity per hour—Thomas Mills Peanut Butter Mill, 300 lbs. capacity—All loose pulley driven, completely reconditioned, ready for work. A \$1200 outfit for \$450, ideal for small candy plant to blanch own peanuts and make own peanut butter. One-third down, balance in 10 months to reliable parties. Bobs Candy & Pecan Company, Albany, Georgia.

FOR SALE: Fully equipped candy plant to manufacture complete line of Caramels, Nougats, Chocolate Coated Bars and Package Goods, with well established Trade Mark. Located in East, desirable lease or plant can be moved. Owner has good reason for selling. Address D4403 c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago, Illinois.

FOR SALE: Ideal Caramel Wrapper, size 3/4 x 3/4 x 3/8, in good condition. Reasonable price. Address D4404 c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago, Illinois,

FOR SALE: Rebuilt and guaranteed viscolizers and homogenizers, all sizes. With standard or new sanitary heads and pressure valves. Bulletin and prices on request. Otto Biefeld Company, Watertown, Wisconsin.

BARGAINS in Machinery—Racine Sucker Machine, Power Cutter with 3 Way Conveyor—M.M. Beater—Copper Kettles—Hansella Heavy Duty Plastic Machine—Large Drop Frame with 4 x 7 Drop Rolls—also many small brass hand rollers of Drops etc., also list your surplus equipment with us. Machinery Brokerage Co. 1600 Third St. No. Minneapolis Minn.

FOR SALE: Building and Stock.
General candy and soda established
40 years as manufacturing. Wholesale
and retail on Route No. 1. For complete details write direct to Bus
Terminal for Maine Central RR to
Chase's Candy Shop, Wiscassett,
Maine.

MACHINERY FOR SALE

MACHINERY FOR SALE: Large size Whiz Packer, 1 Gable Plastic Machine, 1 Small Werner Cream Beater, 1 Basket Machine, 1 Lichtenberg Plastic Machine with Square Dye, 1 Racine Cutter, 3 Gas Fired 38" Revolving Pans, 1 Peanut Blancher Head. Address C34011 c/o The MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

MACHINERY FOR SALE: Six Stone Candy Slabs and Tables. Address C3407, c/o The Manufactur-ING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

MACHINERY FOR SALE: Chocolate melting kettles. National Equipment Company, three hundred pound capacity. In good condition. Sweet Candy Company, Salt Lake City, Utah.

MACHINERY FOR SALE: One Package Sucker Wrapping Machine. One Package Ball Wrapping Machine. One Package Model M. Die-pop Machine. One Package Kiss Wrapping Machine. One Racine Duplex Sucker Machine. One Ideal Caramel Wrapper & Sizer. All in first class condition and very reasonably priced. Address B2401 c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago.

MACHINERY FOR SALE: One Racine Sucker Machine with long conveyor, 4 sets of rolls. One NE Wood Mogul with depositor. One 24" NE Enrober. One 32" NE Enrober. One 16" NE Kihlgren System. One Ideal Caramel Wrapping Machine with feeder and motor. Address J10391 c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago, 111

MACHINERY FOR SALE: Ferguson & Haas rebuilt wrapping machine for waxed paper wraps for penny bars, 1½" x 3". Excellent condition. Address A1406, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago, Ill.

MACHINERY FOR SALE

MACHINERY FOR SALE: 1 Chas. Holmberg Vacuum Pan 300 lb. capacity. 2—75 gal. steam jacketed copper kettles, 100 lb. test steam pressure. 1 Marsh steam pump size 5 x 8 x 10. Address B2405 c/o The Manufacturing Confectioner, 400 W. Madison Street, Chicago.

MACHINERY FOR SALE: Racine
Pop machine with penny moulds.
Four ton ice machine. Gas furnace
with blower and motor. Hard candy
tables with metal tops. Slab rods. Sell
or trade. H. L. Feldman, 2500 W.
25th Street, Cleveland, Ohio.

MACHINERY FOR SALE: I Forgrove foil wrapping machine; 1-24" Bausman Spindle Decorator. Both in excellent condition; reasonably priced. Address J10398 c/o The Manufacturing Confectioner, 400 W. Madison St. Chicago, Illinois.

FOR SALE—24" N. E. Chain Decorator. Model "K" Package Machinery Kiss Wrapper.

chinery Kiss Wrapper.

1,000 lb. Werner Syrup Cooler.

Ideal Caramel Wrappers, Special

3/4x11/2 in. Junior 1/8x7/8 in.

Hildreth Double Arm Puller, Motor Drive. Also Form 3 Style D.

Many other items. All rebuilt and guaranteed. Savage Bros. Co., 2636 Gladys Avenue, Chicago, Ill.

One—3 ft. ball beater, One—5 ft. ball beater in A No. 1 Condition, direct motor. One—Mills Hand Caramel cutter as new. Address L12395 c/o The Manueacturing Confectioner, 400 W. Madison St., Chicago, Illinois.

FRIGIDAIRE CANDY SHOW Cases, Candy Factory Chairs, Time Clock, Display Jars, Display Racks, etc. L. C. Blunt, 1647 Blake Street, Denver, Colorado.

MACHINERY FOR SALE: 1 No. 3 Shult-O'Neil Sugar Pulverizer at \$250.00. Address B2403 c/o The Manfacturing Confectioner, 400 W. Madison Street, Chicago.

THE MANUFACTURING CONFECTIONER

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